
M I N U T E S

BOARD: HISTORIC CONSERVATION COMMISSION, CITY OF BETHLEHEM

MEMBERS PRESENT: SETH CORNISH, CRAIG EVANS, ROGER HUDAK, GARY LADER (VICE CHAIR), KENNETH LOUSH, PHILIP ROEDER (CHAIR), TONY SILVOY, BETH STARBUCK

MEMBERS ABSENT: ARNOLD TRAUPTMAN

STAFF PRESENT: JEFFREY LONG

PRESS PRESENT: ED COURRIER (BETHLEHEM PRESS)

VISITORS PRESENT: LARA BLY-ALLAIK

MEETING DATE: MARCH 18, 2019

The regular meeting of the Historic Conservation Commission (HCC) was held on March 18, 2019 at the City of Bethlehem Rotunda, Bethlehem City Hall, 10 East Church Street, Bethlehem, PA. HCC Chair Philip Roeder called the meeting to order at approximately 6:00 p.m.

Agenda Item #1

Property Location: 321 South New Street (Lara Bly designs)

Property Owner: Newco Holdings

Owner's Address: [REDACTED]

Applicant: Lara Bly-Allaik

Applicant's Address: 1132 Wiley Street, Bethlehem, PA 18015

Building Description, Period, Style, and Defining Features: This structure is a 3-story, painted brick, semi-detached, commercial and residential building with historically-intact projecting upper cornice, decorative window heads and altered storefronts. The building dates from ca. 1890 and is Italianate in style. The storefront includes a large glass display window divided in half by an aluminum storefront framing system, a solid paneled area above the windows, a recessed entrance and a retractable awning.

Proposed Alterations: It is proposed to install the company name in the window.

Guideline Citations:

- **Secretary of the Interior's Standards (SIS) 9.** -- New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
- **Bethlehem Ordinance 1714.03 Purposes of Historic Conservation District** -- It is the purpose and intent of the City of Bethlehem to promote, protect, enhance and preserve historic resources and traditional community character for the educational, cultural, economic and general welfare of the public through the preservation, protection and regulation of buildings and areas of historic interest or importance within the City.
- **Historic Conservation Commission 'Guidelines for Signage'** -- Care should be taken in mounting signs to minimize damage to historic materials. This includes reusing hardware or brackets from previous signs. If reusing existing hardware or attachment locations is not an option, select mounting locations that can be easily patched if the sign is removed. This includes locating holes in mortar joints rather than directly into bricks or masonry, which will facilitate repair if the sign is removed or relocated in the future.

Evaluation, Effect on Historic Conservation District, Recommendations: Submitted COA Application indicates intent to install company logo and slogan as white vinyl lettering on inside surface of storefront window, with logo and slogan evenly spaced on either side of central aluminum frame. Company logo "Lara Bly" in stylized cursive lettering is indicated as approx. 4-feet across with word "designs" in much smaller lower-case, sans-serif lettering at top right of logo; positioning of logo seems centered along overall 6-ft. height of storefront window. No height dimension of main logo is indicated; however, drawing seems to be at 1" = 1'-0" scale so overall height of logo is approx. 12 inches. Slogan "a fashion design studio & boutique" is indicated as 2 ½"-inches tall (no length dimension provided but appears to align with 4-ft. logo above) in sans-serif lettering at bottom of storefront window.

Proposed company logo and slogan vinyl lettering is appropriate, with following modifications: revise color of all lettering from bright white to ivory or warm white to comply with approved color for period-appropriate signage within Historic Conservation District. It should also be noted that Historic Conservation Commission traditionally approves serif lettering for signage within Historic Conservation District unless sans-serif lettering is critical component of company logo so Applicant should consider revising font style of slogan to include serif lettering.

Discussion: Lara Bly-Allaik represented the proposal to install the company logo and slogan as vinyl lettering on the inside surface of the existing storefront window. Applicant confirmed overall width of proposed company logo is 48" wide x 8.85" tall while slogan at bottom of storefront window is 48" wide x 2.67" tall. Mr. Roeder inquired if all submitted lettering items are part of overall corporate logo; Applicant confirmed various items are intended as corporate logo. Mr. Roeder continued by inquiring if Applicant could revise color of proposed items from bright white to ivory or warm white to comply with approved signage color within Historic Conservation District; Applicant responded with preference for warm white rather than for ivory. Mr. Evans inquired if various lettering already appears on company stationery, business cards, website, etc.; Applicant responded that such items are still in progress. Mr. Cornish inquired about potential to revise lettering style of slogan to serif lettering; however, Ms. Starbuck noted serif lettering from slogan is not critical in this circumstance because of contemporary nature and identity of intended business. Mr. Lader inquired if additional information (ex.: operational hours, street number, telephone number, etc.) is intended for shop window and encouraged installation on inside surface of glass panel at entrance door. Applicant responded that her business has not yet officially opened so more time is needed before finalizing official hours of operation; Applicant continued that signage at suggested location is not conducive because door is recessed and not aligned with building façade. Mr. Lader suggested that such information could also be installed between company logo and slogan in storefront window; Applicant responded that such items would distract from front window display mannequins and would prefer such information in lower corner of storefront window. Applicant concluded by confirming willingness to submit subsequent Certificate of Appropriateness applications for additional signage items as they arise.

Public Commentary: None

The Commission upon motion by Mr. Cornich and seconded by Ms. Starbuck adopted the proposal that City Council issue a Certificate of Appropriateness for the work as presented (with modifications) described as follows:

1. The proposal to install the company name in the storefront window was presented by Lara Bly-Allaik.
2. Approved signage includes:
 - a. company logo and slogan as vinyl lettering on inside surface of storefront window, with logo and slogan evenly spaced on either side of central aluminum frame
 - b. logo "Lara Bly" is in stylized cursive lettering with word "designs" in much smaller lower-case, sans-serif lettering at top right of logo; logo is 48" wide x 8.85" tall and positioning of logo is centered along overall 6-ft. height of storefront window
 - c. slogan "a fashion design studio & boutique" is 48" wide x 2.67" tall in sans-serif lettering and positioned at bottom of storefront window

- d. color of all lettering revised from bright white to warm white to comply with approved color for period-appropriate signage within Historic Conservation District

The motion for the proposed work was unanimously approved.

Old Business: None

General Business:

Minutes from HCC meeting on February 25, 2019 were unanimously approved, as recently amended.

There was no further business; HCC meeting was adjourned at approximately 6:15 p.m.

Respectfully submitted,



BY:

Jeffrey Long
Historic Officer
South Bethlehem Historic Conservation District
Mt. Airy Historic District